



eood

EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
EXECUTIVE NATIONAL VICE PRESIDENT

KELLEY FESTE

# A BUSINESS OF RELATIONSHIPS

Independent Consultant, Executive National Vice President  
Kelley Feste Nation; Austin, TX

As I sit down to write my *Eye on Arbonne* NVP story, I am sitting on the beach, thinking back to exactly one year ago to the day, when I signed up to become an Arbonne Independent Consultant. Wow, it is hard to believe all that has happened in one year! My sister, ENVP Emily Alexander, introduced me to Arbonne. When she called to ask if I had ever heard of this company with Swiss-formulated skin care, called Arbonne, I honestly was not very interested. I think that may be the case with many people you will come across. Initially, they may not be all that excited. And why should they be? They have yet to understand the benefits attached to the company because they have not tried the fabulous products, or heard about the great business attached to it! I am so glad my initial lack of interest did not stop my sister, or me, from learning more.

I love the way our team is working this business by using the Arbonne=REsults™ reach out approach. We are placing the NutriMinC® RE® anti-aging skin care product samples into people's hands, allowing them to use the products for several days in the privacy of their own homes. At the same time, they look over some business information included, and it is a great way to introduce people to the product and opportunity. For many of my friends who joined my team, this was a crucial factor. They realized that alongside their busy lives, they could work this business.

I live in Austin, Texas with my husband, Joey, and our three beautiful children, Joey, 17; Travis, 14 and Annie, 11. My husband owns his own financial advisory company and has been a financial advisor for the last 19 years. We lead very busy lives with his business, travel, church activities and the year-round sporting and school events of our kids. When Arbonne came along, I certainly was not looking for anything else to do. Then, once Joey and I looked at the business side of Arbonne, we realized it was something I should not pass up. What intrigued Joey the most was that this 26-year-old company was experiencing phenomenal growth over the last five years, and there was a private equity firm involved. This was just the starting point for our enthusiasm about the company, which he was familiar with, that we were about to become involved in. Joey has always provided a very comfortable living situation for our family, but what excited us about Arbonne was the possibility of building substantial residual income that could provide for college funds, weddings, travel and just enjoying being together as a family. Time and financial freedom are extremely attractive and rewarding benefits.



Annie, Travis, Joey, Kelley and husband, Joey.



Joey, Annie and Travis.



Kelley with her family enjoying time together at the beach.

ENVP Kelley Feste



Kelley, RVP Anne Marie Bailey, AM Paige Miller and sister, ENVP Emily Alexander.



EAM Kim Kleberg, EAM Adrian Sabom, AM Melissa Zuniga, EAM Debbie Gaytan, Kelley and RVP Anne Marie Bailey at Anne Marie's Mercedes-Benz car presentation.

Arbonne's affiliation with the network marketing industry was the one factor that almost stopped me from doing the business. My husband and I had a negative opinion (admittedly, an uneducated opinion) about network marketing. The irony is that now, it is the factor we value most in our business! Network marketing is all about relationships and everyone has relationships in their lives. Some have fewer than others, but I tell everyone they all have an immediate sphere of influence: Friends, family, people you come in contact with every day. You have no idea who may be looking for this type of business, who may need it at this point in their lives, or who is looking for the potential to build an additional stream of income, alongside a job they already have. In our Presentations, we encourage people to think about beginning to build their own net worth, instead of building net worth for someone else. Joey and I are very relational people. When we like something, we find it natural to recommend it to our friends and family, whether it is a book, movie, restaurant or products. For us, Arbonne became a very natural extension of that way of life. Because we believe so much in the excellence of the products and the integrity of the company, we recommend this business to the people in our lives.

I am now very fortunate to be working alongside many good friends, old and new, and many of our own family members. To my sister-in-law, NVP Melissa Hill, and lifelong friend, RVP Anne Marie Bailey: Thank you for being my first two business builders. What a

blessing it is to have both of you on my team. You are such great leaders and have built outstanding teams! Thank you for joining me on this journey. You are both a great joy to me! Even though Melissa had already said no to this business when she first heard about it from Emily, she later ended up jumping on board. So, do not give up on people because they may not have all of the information they need to accept this gift. Anne Marie and her husband, Jeff, have been our best friends for 19 years and never in a million years did I dream she would want to work this business with me. I actually just called to tell her what I had decided to do, and the more I told her about Arbonne, the more apprehension I felt with the silence that followed. Then she finally said, "You know, I think I may want to do that with you." The lesson here is, never prejudge anyone!

To my mom, ERVP Candy Hill: You joined Melissa's team almost immediately and have done an outstanding job. You surprised us all, not because we did not think you were an incredible leader, we already knew you were one. We were used to seeing you as a wife, mom, friend and Bible study teacher. Now you are a great leader on our team, as well! What a joy it is being able to work with you in this business!

*continued ...*

## success strategy:

“ Recommend this business to all the people in your life and do not prejudge anyone. ”

Kelley's family. **BACK:** Sister-in-law, NVP Melissa Hill; brother, Trey Hill; mom, ERVP Candy Hill and dad, Bill Hill. **FRONT:** Brother-in-law, Moody Alexander; sister, ENVP Emily Alexander; Kelley and Joey.





Kelley hanging out with team members at NTC 2006 St. Louis.

To my father-in-law, EAM Dr. Joe Feste: You are well on your way to RVP. Thanks for being a part of our team. To my sister-in-law, who also happens to be named Kelley Feste: You jumped on board, and are doing such a good job leading your team! I know your efforts are going to pay off. To my good friend from church, AM Diane Adams: Thanks for your leadership and friendship.

To my good friend, AM Claire Seneca: You joined me along the way and assembled a great group of people on your team. Keep up the great work.

My newest team members are actually here in Austin, and that has been one of the greatest side benefits of starting an Arbonne business! To my new friends, AM Paige Miller, EAM Monica Perkins, EAM Merrily Sandford and her husband, Jim, EAM Brian Gilbert and his wife, Kelly, and AM Karen Hoisington and her husband, David: You are all great additions to my team! You are doing a fantastic job of building great teams here in the Austin area. Thank you all for your support, leadership and friendship. RVP is just around the corner, so keep up the great work!

To all our other AMs, including Debbie Gaytan, Adrian Sabom, Kim Kleberg, Chrissy Kleberg, Melissa Zuniga and Kristi Earles: Keep your goals in sight and you will be new RVPs before you know it!

Kelley with members of her Austin team.



EAM Michelle Teague, ENVP Kether Wilson, NVP Melissa Hill, ENVP Shanna Argote, Kelley, ENVP Emily Alexander, ENVP Chenea Taylor, ERVP Angela Flint and ENVP Rick Teague.

To our many DMs: It is often said, if you can make it to District, you can make it to Nation — I now know that is absolutely true. I encourage you to keep doing the daily activity and make it your goal to succeed. We will see you at the top!

To my outstanding upline, ENVP Rick Teague, EAM Michelle Teague, ENVP Chenea Taylor, ENVP Kether Wilson, NVP-in-qualification Angela Flint, and my sponsor and sister, ENVP Emily Alexander: I cannot thank you enough for your leadership, encouragement and support along the way. Emily, thank you for introducing our family to Arbonne. Can you believe where we are just one year later? I love you.

To my husband, Joey: Thank you for all of your help and support in this business. I have had so much fun working with you. To my kids, Joey, Travis and Annie: I appreciate all your help and encouragement. You are such a blessing and I am so proud of who you are growing up to be. I love you guys so much!

ENVP Jodi Whittemore, Kelley, ENVP Rick Teague, EAM Michelle Teague, ENVP Emily Alexander, ENVP Kether Wilson, ENVP Chenea Taylor, ENVP Rachelle Nichols, ENVP Karla Driskill and RVP Anne Marie Bailey.

